MEDIA/PROTESTS

DATE OF PROMOTION	
Time of Incident	
Van Number (If applicable)	
City, State	
Name of Store or Event	
Address of Store or Event	
Phone Number of Store or Event	
Market Manager/Supervisor	
SPR/Contact	

MEDIA EVENT	
Name of Media Organization	
Name of Reporter	
Phone Number of Media Organization	
Did Any One Make a Comment to the Media?	
If So, Who Commented, and What Was Said?	
Was a Media Relations Card Distributed?	
Did the Media Take Any Photos or Video?	

PROTEST	
Name of Protesting Group	
Approximate Number of Protestors	
Approximate Age of Protestors	
Are the Protesters Carrying Large Signs/Visuals?	
Was the Protest Covered by the News Media?	
What is the Situation at the Present Time?	
Was a Media Relations Card Distributed?	

COMMENTS:

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Source: https://www.industrydocuments.ucsf.edu/docs/fpdy0004